



ASIA WEEK NEW YORK BANNERS RAISED HIGH ABOVE MIDTOWN AND THE UPPER EAST SIDE

New York: To mark the arrival of Asia Week New York, brightly colored yellow- and-blue banners are now overlooking midtown and the Upper East side, starting at 89th Street and Fifth Avenue, throughout the 70s on Madison Avenue, at 70th Street and Park Avenue, at 66th Street and Madison Avenue, and finally on 57th Street and Madison Avenue.

“This is an exciting occasion for Asia Week New York, which opens on March 15 and runs through March 23,” said Executive Director Noémie Bonnet. “They reflect the celebratory mood and anticipation that marks the start of this incredible week.”

43 leading international Asian art specialists are preparing for their respective exhibitions, which covers a wide swath of specialties including Chinese, Japanese, Korean, Indian, Nepalese, Tibetan, and Himalayan, from ancient to contemporary.

To help visitors easily navigate Asia Week New York's activities, a comprehensive guide with maps will be available at all participating galleries and auction houses, along with select museums and cultural institutions, beginning February 2013 and online at www.AsiaWeekNY.com. For the first time this year, an abridged version of the website will be available in Chinese. For more information, visit www.asiaweekny.com.

Asia Week New York also announces a partnership with China Center New York, which will serve as a gateway for Chinese companies entering the United States and for American businesses seeking new opportunities in China. With plans to operate multifaceted programs on six floors of the iconic One World Trade Center, China Center New York will be comprised of a premier artfully inspired event center, membership club, multiple restaurants and bars, with a state of the art business center and conference facilities. Visit www.chinacenter.com.

Asia Week New York Association, Inc. is a 501(c)(6) non-profit trade membership organization registered with the state of New York.

Editors Note: Images can be downloaded from the website's press room or contact: MWhitePR@aol.com.